

A Miracle Made More Miraculous By Wartime Paint Research!

Kem-Tone
THE U.S. PAT. OFF.
REGISTERED TRADE MARK

**LATEST, SMARTEST
COLORS!**

Styled by leading decorators!

**INCREASED
DURABILITY!**

A harder, tougher, longer-lasting finish!



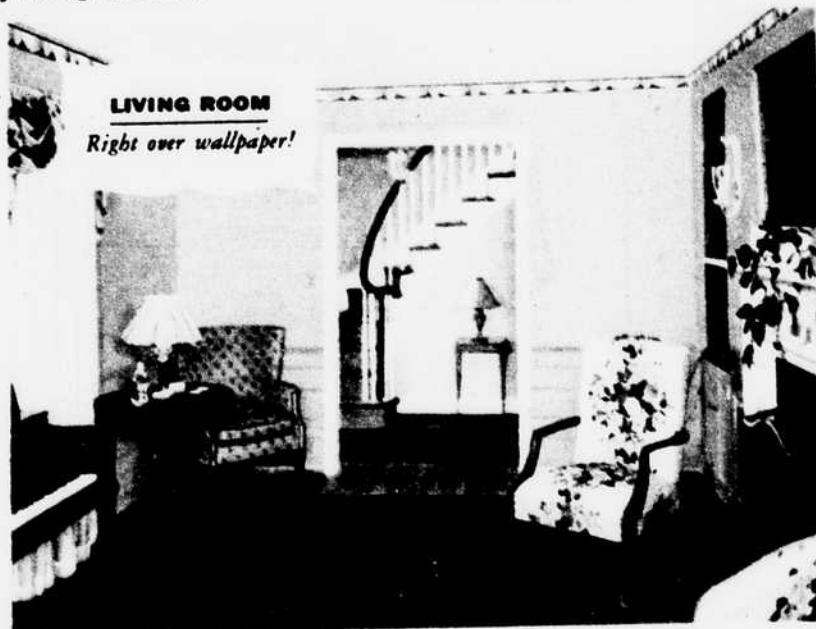
QUESTION:
IS KEM-TONE
A "WATER PAINT"?

ANSWER:
**DEFINITELY NOT! KEM-TONE IS THE
MODERN SYNTHETIC RESIN AND
OIL PAINT THAT MIXES WITH WATER
FOR CONVENIENCE AND ECONOMY.**



QUESTION:
IF KEM-TONE
CONTAINS OIL,
HOW CAN IT
BE MIXED WITH
WATER?

**ANSWER: THAT'S A KEM-TONE
MIRACLE! A SPECIAL INGREDIENT
ALLOWS THE OIL TO BE BLENDED
WITH WATER.**



LIVING ROOM

Right over wallpaper!

Kem-Tone
THE U.S. PAT. OFF.
REGISTERED TRADE MARK

**GREATER HIDING
POWER!**

One coat covers most
any interior surface, even wallpaper!

WASHABLE!

With wall-washing cleaners or wallpaper
cleaners!

Kem-Tone Keeps Ahead!

What's the most popular wall finish in America? Kem-Tone! What keeps it so popular? Constant research, carried on in the world's biggest paint laboratories where Kem-Tone was originally created. Today, a better scientific blend of pigments, resins and oils makes Kem-Tone a more remarkable finish than ever before. Its durability has been increased, its hiding power is now even greater. There's no finer finish for your rooms, regardless of price!



BEDROOM

Right over paint!



New! The Kem-Tone 4" Brush \$2.39⁰⁰

Kem-Tone Roller-Koater . . . 89⁰⁰

Kem-Tone Border Trims . . . 15⁰⁰

**The Great
Home Brighteners!**



Lin-x

LIN-X CLEAR GLOSS—
protects, beautifies wood,
metal, linoleum! \$1.70 qt.
95c pt.

LIN-X CREAM POLISH—
makes furniture glow. Cleans
as it polishes! 69c pt.

**LIN-X SELF-POLISHING
WAX for any interior sur-
face. Anti-slip! 98c qt.
59c pt.**

**MADE BY THE MAKERS
OF KEM-TONE**



The modern
miracle wall finish

Kem-Tone

2.98⁰⁰ PER GAL.
paste form
Makes 1½ gallons
paint, ready-to-apply.

Guaranteed by
Good Housekeeping
if defective or
not as advertised therein



SAD-EYED: He is no menace at a lunch table

Farewell To Monsters

BY LOUIS BERG

Karloff is through with
supernatural bogeymen.
He's got a new idea for
prickling your scalp . . .

Mr. Karloff in person and at a lunch table is gray-haired, sad-eyed, good humored and British public school. His swarthy, parchment-like skin explains some of his roles — otherwise he might be the village schoolmaster, a librarian or a parish priest.

Mr. Karloff has his own theory, however, as to what should curdle the blood and prickle the scalp. The supernatural, he holds, is less frightening than life itself.

"If you take a walk through a graveyard in the dead of night, and the wind howls, a mist rises and the clock strikes twelve, it inevitably follows that a white form will rise from a grave and tap you on the shoulder. What did you expect to confront you in such a place

BORIS KARLOFF, the screen bogeyman, is through for good with Frankenstein monsters, foot-loose mummies, zombies, Draculas, ghouls, werewolves and other forms of diabolism.

By the same token he is finished with Universal Pictures. In the future he will scare the customers for RKO and in his natural guise.

His natural guise is not terrifying.



HARMLESS: At home he is his amiable self, enjoys music

There is only one Kem-Tone! Accept no substitute! There's a Kem-Tone Dealer near you